

# LONG STAPLE COTTON WONDERFUL IN ARIZONA; MAY BE SO HERE

THE most wonderful thing that ever happened for the Salt River valley of Arizona was the construction of the Roosevelt dam, the diversion dam at Granite Reef and the system of canals through the valley. The next most wonderful thing was the discovery that long staple cotton would grow there. It has enriched scores of farmers and will make some millionaires and more who will be worth hundreds of thousands. That sounds like exaggeration, perhaps, but is not. Residents of the Salt River valley who are familiar with this wonderful new industry—new in the southwest but almost as old as history along the Nile where the long staple originated—know it is true.

The acreage has increased each year in the four or five years since a beginning was made in the Salt River valley at growing long staple cotton and the yield per acre has increased also as methods of cultivation were improved. Also the price per pound has gone up from about 22 cents a pound to 50 and then to 70 and back down again to about 60.

From present indications, the acreage this year will be about 100,000 and on the basis of present prices it is estimated that the 1918 crop will be worth about \$15,000,000, allowing for failure on some tracts and for partial crops on others, due to improper cultivation. The 1917 crop is not fully sold, but the return to the farmers will total approximately \$5,000,000 on a planting of about 35,000 acres.

The future of the cotton industry in Arizona has been made more secure because the tire manufacturers and makers of automobile tops have discovered that long staple cotton helps to make the finest fabrics their businesses demand. One of the largest of the tire companies has gone into agriculture in order to raise its own cotton so that it may be assured an adequate supply. What this company is doing makes a great development story in itself.

The company has secured 35,000 acres of land in an outlying part of the Salt River valley, where only about 8000 acres can be irrigated from the Roosevelt reservoir. The remainder must be irrigated from wells equipped with power pumps. The company now has 6000 acres of the tract producing cotton of a grade which its experts say has no equal in the world.

In preparing the rest of the tract for cotton growing, a regiment of men is employed. Fourteen caterpillar tractors and 1200 mules are leveling the land and constructing ditches and plowing. It is planned to establish two model towns on the property, complete and modern in every respect. The company has announced that each town will have dwelling houses for employees, clubhouses, hospital, warehouses, garages, machine shops, general offices, store buildings and church. These towns will be an important addition to the Salt River valley, which already contains besides Phoenix, the towns of Mesa, Tempe, Chandler, Tolleson, Alhambra, Glendale, Peoria, Arlington and Buckeye.

There is, moreover, a probability that cotton growing will be greatly expanded through bringing under cultivation the Paradise valley which lies north of the Salt River valley and is separated from it by the Phoenix mountains. From 150,000 to 200,000 acres are to be irrigated from the Verde river by means of a dam and canals to be financed by a bond issue of about \$4,000,000. This land is as fertile and the soil as deep as any farmer would wish and almost as level as a floor. If it proves suitable for cotton, the Paradise valley will offer a great field for enterprising farmers.

It will be worth while for our local farmers to look into the possibilities of Egyptian cotton. Perhaps it cannot be grown under the Elephant Butte project. The climatic conditions are practically the same as those of the Salt River valley, but perhaps soil conditions are not suitable. And then again, perhaps they are. It would be worth investigation, anyhow. There would be fortunes in it for those who would grow the long staple. James L. Marr believes it can be grown here with success if planted early.

Senatorial courtesy seems to have anesthetized the La Follette inquiry, which has been postponed six or seven times.

## FACTS ABOUT OUR NAVY

### Proving Big Ordnance.

By LIEUTENANT FITZBUGH GREEN, U. S. N.

"SHOW ME" is the slogan of naval ordnance. The showing is done at the U. S. naval proving ground at Indian Head, Md. Here on the Potomac, 25 miles below Washington, is a 1000 acre farm on which the government sows a strange crop the year around. Projections are the seeds. The harvest is a vast mass of data which

### AND HE DID

GEORGE I AM GOING TO KNOT YOU A SWEATER AND I DO HOPE YOU'LL WEAR IT!

AND HE DID.

### Uncle Walt's Denatured Poem.

#### Don't Spoil It.

THE man who lives nine doors from me has hustled since the war began; and it was truly good to see the way he bounced each helpful plan. He made me buy another bed, although I'd bought all I could stand. "Twice help me buy another bed," he said, "I got the Tuxton canned." For Red Cross funds he hummed around, and made me dig a guinea mare, though I had just coughed up a pound, and owed much money at the store. "Here is a man," I often said, "who does as much to win the fight as one who leaves a swath of dead to shock the Kaiser's brooding night." But yesterday he came to me, this patriot whom I admired, and when he'd talked an hour or three, he left me feeling pretty tired. "No doubt," he said, "you've marked my curves, you've seen me boosting worthy things; and every patriot deserves the guerdon of his tail, by jingo. This year I'll be a candidate for congress—for I need the dimes; I hope you'll keep your hair on straight, and vote for me at least six times." Oh, idle with their feet of clay! Still whitened sepulchres we find! Can't this broad land produce a jay who has no cheap jingo ax to grind?

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WALT MASON

### Cash And No Delivery

THE day is at hand when merchants must give more attention to economy and less to service. The cost of living, mounting from month to month, is reaching such heights that something must be done to retard it. The national food administration and the federal trade commission have an eye on some of the great food producing concerns and there may be interesting developments in that direction if their generally suspected profiteering is proved. But in the absence of such proof, and with no other relief in sight, there must be retrenchment in the cost of doing business.

The cash and carry plan seems the most available means of lowering the cost of living. Abolishing credit will do a great deal. It will save bookkeeping, do away with waiting 30 days or more for payment and end the bad debts which "deadbeats" inflict on merchants and which they in turn must inflict on their good customers. Doing away with deliveries will also be a great saving. They add more than most people imagine to the cost of doing business. Those stores which do a cash and carry business have proved their value in the community. Credit and delivery service have a value also, but it is one which can be dispensed with in a time like this.

It is useless to appeal to people to carry their parcels home unless they are paid for it. They will not do it unless there is a price reduction to make it worth their while. They will not do it to permit the storekeeper to reduce his delivery cost if they think he will pocket the difference. But they will do it and they will pay cash if he cuts prices.

The cash and carry method has been discussed quite earnestly recently by some El Paso merchants who are maintaining high class service, including credit and deliveries. They believe their customers insist upon it. Here is a good way to try it out: Advertise a good price discount to those who will pay cash and carry their parcels home, making it plain that the quality of goods will be maintained. A good guess would be that the merchant making an offer of that kind would be able to dispose of a delivery truck in a few days and that before long his deliveries would be so reduced that he would be quoting cash and carry prices regularly, with an added charge for deliveries.

If the merchant tries to deceive his customers by making the reductions so slight as not to represent the real saving by ending credits and deliveries, the thing would fall flat. Undertaken in good faith, it would help business and enable consumers to buy more freely than they are now able to afford.

As regards espionage, in executing the law it may be necessary to execute the lawless.

With the east getting cold and then colder, the people will get used to their weather, by degrees.

Who cares whether Austria makes a separate peace with the entente? To Germany, Austria-Hungary is more a liability than an asset now, anyhow.

An exchange says Maj. Gen. Wood was wounded at the front, which is not quite correct. He was wounded on the French side. One of his arms is in bandages.

A regimental publication at Camp Cody, urging soldiers to attend Sunday services, says those absent the previous Sunday missed the chaplain's excellent sermon, splendid music by the band and a very good impromptu dog fight.

Secretary of state Lansing has just jarred France with revelations concerning the perfidy of former premier Caillaux in trafficking with the Germans. Mr. Lansing lets one sensation die down a bit and then reaches down into the barrel and drags out another.

ders. Here again data is taken. In the largest gun, which recoils 20 to 35 inches, pressures of recoil are found to be about 3400 pounds per square inch.

When armor is forged for a battleship several sample plates are sent to the proving ground. Shell tests are carried out simultaneously, pitting one against the other. Plates are never attacked by shell from the same company. No insult implied—but Yankee manufacturers are the cleverest in the world at present. No armor under 15 inches thick, that is, fit for a ship's side, is impervious to the big guns. Test therefor is the degree of damage after firing.

Fragmentation experiments are made with high velocity shells and armor. One is set off in a heavily armored chamber and the pieces counted. Sometimes over a billion fragments may be rathered. But number is not always an asset. The pieces must be big enough at least to kill a man. A victim business.

By nature of its work the proving ground is a perilous place. When a gun is to be fired, crews are blown and alarms are sounded. Everyone from the chief gunner to the commandant's cook runs to cover, bomb proof or cellar, whichever ever happens to be handier. This running away is a constant annoyance. But warning is wise. Chaffin was killed with a whole crew not long ago, and last spring Lieut. Welsh and Brown were blown to pieces in a bomb.

Such a lovely fertile spot it is, too! Copyright, 1915, by George Matthew Adams.

### Hogwallow Locals

By DINK BOTTS.

TOBE MOSELEY says when a boy goes away from home and stays awhile in a city and comes back he don't look any more like himself than a side of bacon.

Slim Pickens, foremost in our social set, has laid aside his walking cane, having become self-supporting.

Wash Hicks says if the world turns around as fast as some people claim it does, it is a wonder the fellow that goes up in an airship don't get left behind.

THE PEST FAMILY  
PEST NOTICES THAT JONES HAS A NEW SUIT

## The Boy and the Man



JACK DODGING HISTORY AND—

MAKING IT

### Little Interviews

## Growth of City Makes More Work for Immigration Men Says El Paso Is a Good Place to Get Rid of a Bad Cold

THE growth of the business of the immigration service is reflected by the change of the district immigration offices from the building at the Santa Fe bridge to our new location in the Mills building," said E. W. Berkshire, supervising inspector. The separation of the office of the supervising inspector, which has supervision of the whole district, from that of the local office force, which has charge of the purely local work, has been made necessary by the great increase in the work of the department in the city, and this is an indication of the great growth of the city. The office staff has increased from 15 to 65 men. In the building at the Santa Fe bridge all of the local business will be handled, while in the new offices in the Mills building the district work will be carried on. The office at the bridge will be a completely equipped branch office just like El Paso, or any of the other offices in the district, and just as distinct as any of the others from the office of the supervising inspector. The district of which El Paso is the center, comprises Texas, New Mexico, Arizona and the southern half of California.

There are two consoling features

in the matter of the death of officer Octaviano Perez, said Capt. Harry Phoenix. "Of course the whole affair is a lamentable one. It is, however, a part of an officer's life, risking his life in the interest of the city, but we can console ourselves with the thought that the man who shot the officer was caught and killed and that the \$1000 insurance of Mr. Perez will be paid his widow by the policeman's insurance fund at once. Of course this \$1000 will not compensate the widow for her loss, but it will aid her in readjusting her life."

"Pullman cars are not going over the American border to Mexico at any point, and no orders have been received to send any over," said E. H. Leimaster, division superintendent. "Mexican railroads are understood to be in such dangerous condition for handling heavy equipment that Pullman would probably become derelict frequently. Formerly a number of first class passenger trains, fully equipped, ran from the border to Mexico City in 48 hours or less, but now, we understand, all the roads are using only day coaches and chair cars."

"Coming from Salt Lake City to El Paso, I felt like being taken out of the middle of winter and plunged into spring," said J. B. DuBoise. "That section is a good one to go if one likes below zero weather, and live there to be near him."

## Introducing Mr. Pest



## The Young Lady Across The Way

By Fred Locher

We observed to the young lady across the way that the maternal egg was a regular part of our war diet and she said they'd been more fortunate at their house and were still getting perfectly fresh ones.

Why not start start an investigation to see why La Follette is not investigated?—Macon Telegraph.

## ALAND ISLANDERS ASK REUNION WITH SWEDEN

London, England, Feb. 3.—King Gustav of Sweden, according to Stockholm dispatch to the Times, has received a petition from the Aland islands, who presented a petition from the inhabitants asking for reunion with Sweden.

The Alands, numbering 30, are in the gulf of Bothnia and have formed part of the islands of the Baltic since taken from Sweden by Russia in 1809. The population of the islands is about 35,000, mostly Swedes.

## EL PASO HERALD

DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL NOT THRIVE UNOPPOSED.

H. D. Slater, editor and controlling owner, has directed The Herald for 20 years; J. C. Wilmeth is Manager and G. A. Martin is News Editor.

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